MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023 (TERM ID 2230)

DEN5018 – ENGLISH

(All Groups)

4 OCTOBER 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **EIGHT** pages only.
2. Answer **ALL** questions in **Sections A** and **B**.
3. Please write all your answers in the answer booklet provided.

SECTION A: READING AND VOCABULARY [25 MARKS]

Read the passage below and answer all questions.

Content Creator Burnout is Real

1 A content creator is either an individual or an **entity** that produces and publishes various types of content for online platforms, such as websites, social media, blogs, and podcasts. The term 'content' refers to any information, material, or media that can be consumed by audience, such as articles, videos, images, infographics, music, and interactive experiences. Content creators, whether professionals or hobbyists, must excel in several key skills, including analysing, conceptualising, designing, and developing engaging and appealing content for their target audience.

2 The booming of social media content creators for social media platforms like Facebook, Twitter, YouTube and Instagram began around the mid-2000s and has continued to grow ever since. According to a venture firm SignalFire, more than 50 million people consider themselves creators or influencers. Throughout the Covid-19 pandemic in 2020, where many found themselves stuck at home or out of work, social media minted a new generation of young online stars. Since then, content creators have more opportunities than ever, where they can grow their audience, have a multi-presence platform, collaborate with established companies, and build their own brand.

3 However, recently many of them say they have reached a breaking point. It is the stage where they feel stressed and unable to cope with the demands and challenges of creating content consistently. It has been reported that upon reaching this stage, countless creators experience decreased productivity, while some other displayed irritability and mood swings. Also in this stage, many creators even have considered quitting social media altogether. In March, Charli D'Amelio, TikTok's biggest star with more than 117 million followers, said that she had 'lost the passion' for posting content. Last month, Spencewuah, a 19-year-old TikTok star with nearly 10 million followers, announced he would be stepping back from the platform.

4 According to Vibely, a company that develops an online community platform for creators, the most-cited cause of creator burnout, at 65 per cent, is changes to the algorithm. Social media algorithms determine what content shows up on users' feeds and in what order, based on a variety of factors such as relevance, engagement, and timeliness. Vibely found that even small changes to the algorithm have long-term implications on creators which include their content strategies, day-to-day operations, income and overall mental health. The impact of these algorithm changes cannot be underestimated. They have the power to make or break a post's visibility, influence its reach, and ultimately determine its success.

5 As much as 51 per cent of the content creators named the 'hamster wheel' as one of their largest sources of distress. This term refers to the continuous cycle of producing content on a regular basis to keep up with

Continued...

the demands of online platforms and maintain an audience. The pressure to continuously produce fresh ideas has proven exhausting. This relentless pace of content creation that is time consuming can lead to burnout, stress, and a decline in the quality of the content being produced as well as their personal lives.

6 While content creators often enjoy fame and have numerous followers, 42 per cent cited hate and online bullying as one of the most taxing elements of their professions. Despite the several measures social media platforms have introduced to curb negative interactions, hate and online bullying continue, mainly because there are limited or no real-life consequences for those engaging in hate and online bullying. Some other reasons include jealousy or envy, group mentality and attention trolling. A TikTok creator from Florida, Devron Harris said that when creators do try to speak out on being bullied, burned out or not being treated as human, the comments from most Internet users all say, 'You're an influencer, get over it'. This kind of response is truly disappointing for content creators.

7 Another mentally draining part about being a creator is 'imposter syndrome', which is the feeling of being inadequate or not good enough, despite evidence of one's accomplishments and abilities. Florinda, a successful director at Mary Kay Cosmetics and a freelance content creator, claimed she produces $2.5 million in revenue annually. However, in a TikTok video posted in June, she admitted that imposter syndrome has begun to creep into her life of late. Stricken by the psychological affliction, she mentioned that it has caused a degree of personal confusion that most creators suddenly do not know what to do. 'It all started with self-doubt in areas that we used to excel in. Next, we lose direction and confidence which make us confused about the vision and goals that we once set our minds on,' Florinda shared.

8 In this digital age, content creator burnout is a prevalent issue commonly faced by most content creators as they have to continuously produce content for various online platforms. To address this issue, they should consider implementing some practical strategies. Setting realistic goals may avoid overburdening them with an excessive amount of content. In addition, taking regular breaks by stepping away from the screen and engaging in fun activities can refresh their mind and prevent burnout.

9 Besides, they may also outsource tasks by distributing certain responsibilities to others. For instance, they could hire an editor to handle video editing or to assist with administrative tasks. Another strategy is to diversify content. They should avoid focusing solely on one type of content by experimenting with various formats, topics or platforms. This should keep their creativity flowing and should prevent monotony in their content. Adopting practical strategies can help prevent burnout and promote a sustainable and successful creative journey.

Adapted from Lai, S. (2022). Content creator burnout is real. *Ion.Co*. https://www.ion.co/90-percent-of-content-creators-report-experiencing-burnout-vibely

Continued...

PART 1: CONTEXTUAL CLUES (5 MARKS)

Instructions: Provide a word from the reading passage for each definition below.

No.	Definition	Paragraph	Answer
0.	**something that exists as a distinct and independent unit**	**Paragraph 1**	**entity**
1.	produced or created	Paragraph 2	_____
2.	happening at the best possible moment	Paragraph 4	_____
3.	unstoppable and demanding rate of production	Paragraph 5	_____
4.	popularity or the state of being known by many people	Paragraph 6	_____
5.	using external assistance for tasks	Paragraph 9	_____

PART 2: TRUE/FALSE STATEMENTS (5 MARKS)

Instructions: Identify each statement below as True (T) or False (F).

1. The term 'content' only applies to written articles and does not include other forms of media like videos, images or music. _____
2. The rise of social media content creators for social media platforms started in 2020. _____
3. Vibely is a company that manages social media algorithms. _____
4. 'Hamster wheel' is a major distress factor which is the relentless cycle of creating content to satisfy online platform demands and keep their audience engaged. _____
5. In this digital age, all content creators experience content creator burnout. _____

Continued...

PART 3: COMPREHENSION QUESTIONS (15 MARKS)

Instructions: Answer all the following comprehension questions.

1. What skills are essential for effective content creation on online platforms? (1 mark)

2. How have content creators benefited from social media during the Covid-19 pandemic? (2 marks)

3. State four (4) common challenges experienced by content creators at their breaking point in content creation. (2 marks)

4. What is the main idea of paragraph 4? (1 mark)

5. What is the main reason for endless hate or online bullying against content creators? (1 mark)

6. Why do content creators find it disappointing when most Internet users say 'You're an influencer, get over it'? (2 marks)

7. i) Does the 'imposter syndrome' affect only new and inexperienced content creators? (2 marks)
   ii) Support your answer by providing an example from the text.

8. How does Florinda describe the impact of imposter syndrome on content creators? (2 marks)

9. List out four (4) practical ways to help content creators prevent burnout and maintain a sustainable creative journey. (2 marks)

Continued...

SECTION B: GRAMMAR [25 MARKS]

PART 1: WORD CLASSES (5 MARKS)

Instructions: Read the text and identify the correct word classes of the words in bold. Write your answers as shown in the example.

Example: (0) tropical – adjective

Eagle's Nest Skywalk in Langkawi is a New Attraction Set to Open in July

Langkawi Island is a beautiful **(0) tropical** paradise located in the Andaman Sea, off the northwestern coast of Peninsular Malaysia. Langkawi is a popular tourist destination and is often referred to as the 'Jewel of Kedah' due to its stunning natural beauty and diverse attractions. From pristine beaches to lush rainforests, Langkawi offers a captivating array of natural **(1) wonders** for tourists and locals alike to visit and soak up the islands' tranquil ambience. Langkawi is indeed a perfect paradise for nature lovers, **(2) for** the combination of mountainous terrain, beautiful sea views, and lush paddy fields creates a unique and enriching experience for travellers.

A new attraction that travellers can look forward to visiting soon for **(3) panoramic** views of the Jewel of Kedah is Eagle's Nest Skywalk. Featuring a 38-metre-long sky deck with glass floors and an entrance in the shape of an eagle, this upcoming attraction will also be the longest free-walking sky deck in the world when it **(4) opens** to the public.

Eagle's Nest Skywalk is located atop Gunung Machinchang. This latest attraction in Langkawi is slated to open its doors when its construction is **(5) fully** completed in two months. It will also carry the title of the longest sky deck in the world when it opens, stretching a whopping 38-metres long and 30-metres wide.

The project, which started in 2019, previously faced various challenges including a delay in construction. It came to an abrupt **(6) halt** due to the Movement Control Order (MCO). The ease of MCO towards the end of the year allowed for increased mobility and fewer restrictions, which in turn, facilitated **(7) its** faster pace of construction.

The sky deck is designed and built **(8) by** homegrown talents, providing the locals the opportunity to showcase their talents in a project that is set to be one of the world's famous tourist attractions. Featuring a glass deck in the shape of a majestic eagle, the new attraction is a **(9) soaring** tribute to Langkawi – which **(10) derives** its name from a red-backed eagle. With intricate details and glass floors, this longest free-walking sky deck is where visitors can enjoy sprawling views of the island in all its glory.

Adapted from Yushinta. (2023). Eagle's Nest Skywalk in Langkawi is a new attraction set to open in July. *The Smart Local.* https://thesmartlocal.my/eagles-nest-skywalk/

Continued...

PART 2: SUBJECT-VERB AGREEMENT (10 MARKS)

Instructions: Fill in the blanks with the correct verb as shown in the example.

Healthy Food can be Tasty too

Everyone **(0) <u>wants</u> (want)** to indulge in healthy eating but fails to do it because it is almost flavourless. The idea of healthy eating never (1) _____ (sound) appealing because it conjures up images of plain steamed vegetables or a bland-tasting salad. However, this is a mere misconception that (2) _____ (trigger) people to turn their backs on healthy eating. Undeniably, healthy food can also taste good.

You can satiate your palate with healthy food if you use the right ingredients and cook it smartly. There (3) _____ (be) numerous ways to add that zing to your meal. The easiest way is to start with the best possible ingredients. Each fresh ingredient you use in cooking (4) _____ (enhance) the flavour of food in special ways. For example, using either cilantro or avocado (5) _____ (bring) out a cooling effect to complement spicy dishes with their flavours. Fruits, vegetables, herbs, and spices that are picked and used at their peak freshness (6) _____ (contribute) to a more robust and delightful taste in your dishes.

The second key to making healthy food taste good is to learn how to cook smartly and season them. Seasoning is a crucial aspect of cooking that (7) _____ (intensify) the flavour of dishes and creates a well-rounded taste profile. Using the right seasoning ingredients and choosing only fresh ingredients (8) _____ (allow) you to balance different taste elements such as sweetness, saltiness, spiciness and sourness. Achieving the right balance ensures that no single flavour overpowers the others.

Many people set out to eat a healthy diet but become frustrated when they feel deprived by the food. Focusing too much on counting calories can make one feel overly burdened and uncomfortable. Shifting the focus away from calorie counting towards an overall healthy lifestyle and healthy eating choices (9) _____ (give) you the flexibility to try new things, enjoy food in moderation, and ultimately opt for a healthy diet.

Balance is the way towards healthy lifestyle. Using a small amount of meat to flavour a soup, or sprinkling soft cheese on a salad and sandwiches (10)_____ (help) develop the flavour of the dish without making it an unhealthy choice. Sometimes all we need is a change in texture to make the mundane merry.

Adapted from Oliver, V. (2016). Healthy food can be tasty too. *India Today.* https://www.indiatoday.in/food-drink/food/story/food-healthy-tasty-options-chef-pasta-salads-lifefd-

Continued...

PART 3: TENSES (10 MARKS)

Instructions: Read the text and choose the correct answer for each question.

Example: (0) A

Effects of Covid-19 Pandemic on the Fashion Industry

The Covid-19 pandemic **(0)** _____ creative industries such as film, music and fashion extremely hard. While the virus (1) _____wildly in 2020, many countries all over the world started to impose restrictions, leading to widespread economic challenges and disruptions in daily life. During the pandemic, industries that had never been closed prior to the outbreak (2) _____ to a halt, including the fashion industry. This has led to a momentary decline in value or even a complete ceasing of people shopping for clothes. While the apparel and fashion industry (3) _____ various challenges in the past, the pandemic in 2020 presented a unique and profound disruption.

Unavoidably, problems arose for both companies engaged in selling fashion apparel and in manufacturing clothes. There was an urgent need for fashion businesses to adapt and try to overcome this sudden crisis. It is clear the fashion industry had to adapt to different consumer behaviours during the pandemic.

Although online shopping (4) _____ since the onset of coronavirus, it appears that consumers have grown accustomed to the heavy discounting which was used as a tactic to stimulate demand during lockdowns when fashion sales declined. As a result, 54 per cent of online shoppers have become more price-sensitive towards fashion purchases since the start of the pandemic.

Currently, the world map for fashion industry growth (5) _____. Markets that once showed solid growth potential in 2022 are now facing a wider range of risks than they once did, ranging from extreme weather conditions to political or social unrest. In the near future, other regions such as the Middle East (6) _____ into new heavens of growth, requiring brands to further localise designs, marketing and merchandising to attract new customers.

At present, the fashion industry (7) _____ smarter and more resilient than before. Since 2021, fashion executives (8) _____ the low-risk trends in the fashion industry to make informed decisions. This means, in the near future, their scenario planning (9) _____ to consider not only the current fashion trends and styles, but also financial risks and opportunities.

On top of that, the fashion industry is now responding to using technology, as it continues to evolve to a better version of itself. It is expected that by 2030, the fashion industry (10) _____ digital technologies into various aspects of its operations such as supply chain management, marketing, sales, and customer engagement.

Adapted from Effects of Covid-19 pandemic on the fashion industry. (2022). *Scholarly Community Journal.* https://encyclopedia.pub/entry/22648

Continued...

0.	**A. has hit**	**B. will hit**	**C. had hit**	**D. will have hit**
1.	A. has spread	B. was spreading	C. is spreading	D. will have spread
2.	A. came	B. comes	C. were coming	D. are coming
3.	A. faces	B. will face	C. has faced	D. had faced
4.	A. booms	B. has boomed	C. will boom	D. had boomed
5.	A. shifts	B. shifted	C. is shifting	D. will be shifting
6.	A. turn	B. have turned	C. will have turned	D. will be turning
7.	A. is	B. was	C. had been	D. will have been
8.	A. assess	B. are assessing	C. have been assessing	D. will have been assessing
9.	A. needed	B. will need	C. has needed	D. needs
10.	A. integrates	B. is integrating	C. has integrated	D. will have integrated

End of Paper